

WHAT IS CLAIMED IS:

1. A product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal;

at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

a product display module operably connected to said storage media and configured to execute in said data center, said product display module including a definition of a product display screen accessible by said buyer terminal, said product display module configured to receive a request to change a product presentation through said product display screen, said product display module configured to display the changed product presentation in said product display screen by modifying said definition of the product display screen.

2. The system as defined in Claim 1, wherein said at least one three-dimensional representation of said first product is a three-dimensional model of said first product.

3. The system as defined in Claim 1, wherein said at least one three-dimensional representation of said first product is at least one three-dimensional photograph of said first product.

4. The system as defined in Claim 1, wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

5. The system as defined in Claim 1, wherein said rotating includes rotating about a first axis then rotating about a second axis.

6. The system as defined in Claim 5, wherein said first axis is a substantially horizontal axis and said second axis is a substantially vertical axis.

7. The system as defined in Claim 5, wherein said first axis is a substantially vertical axis and said second axis is a substantially horizontal axis.

8. The system as defined in Claim 1, wherein said rotating is continuous.

5 9. The system as defined in Claim 1, wherein said rotating is about a point within the interior of said three-dimensional representation of the product.

10. The system as defined in Claim 1, wherein said rotating is about a point on the exterior of said three-dimensional representation of the product.

11. The system as defined in Claim 1, wherein said three-dimensional representation can be rotated to illustrate a constant source of light.

10 12. The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product perspective view.

13. The system as defined in Claim 12, wherein said request to change said product perspective view includes changing a reference angle.

15 14. The system as defined in Claim 12, wherein said request to change said product perspective view includes changing said rotating to a different direction.

15. The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product configuration.

16. The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product color.

20 17. A product configuration display system comprising:

at least one three-dimensional representation of a first product and at least one three-dimensional representation of a second product, said at least one representation of said first product capable of being modified by at least one representation of said second product to create a three-dimensional representation of a combination product, said representation of said combination product capable of illustrating multiple perspective views of said combination product by rotating said three-dimensional representation of said combination product; and

25 a product display module including a definition of a product display screen accessible by a buyer terminal, said product display module configured to receive a request to change a product configuration through said product

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display screen, wherein said request to change includes modifying said at least one representation of said first product by said at least one representation of said second product, said product display module configured to display the changed product configuration in said product display screen by modifying said definition of the product display screen.

18. The system as defined in Claim 17, wherein said first product is a vehicle and said second product is an aftermarket product.

19. The system as defined in Claim 17, wherein said first product is a vehicle including at least one aftermarket product and said second product is an aftermarket product.

20. The system as defined in Claim 17, wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

21. The system as defined in Claim 17, wherein said modifying includes combining said at least one representation of said second product with said at least one representation of said first product.

22. The system as defined in Claim 17, wherein said modifying includes removing substantially said at least one representation of said second product from said at least one representation of said first product.

23. The system as defined in Claim 17, wherein said modifying includes replacing substantially said second product contained within said at least one representation of said first product with said at least one representation of said second product.

24. The system as defined in Claim 17, wherein said request to change includes superimposing said at least one representation of said first product and said at least one representation of said second product.

25. The system as defined in Claim 17, wherein said first product is a sub-product and said second product is a sub-product substantially similar to said first product.

26. The system as defined in Claim 17, wherein said request to change said product configuration includes a request to change a product color.

27. The system as defined in Claim 17, wherein said request to change said product configuration includes a request to change a product perspective view of said combination product.

28. The system as defined in Claim 27, wherein said request to change said product perspective view includes changing a reference angle.

29. The system as defined in Claim 27, wherein said request to change said product perspective view includes changing said rotating to a different direction.

30. A product configuration display system comprising:

at least one three-dimensional representation of a first product, said three-dimensional representation comprised of at least one three-dimensional representation of a sub-product of said first product, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

at least one three-dimensional representation of a second product, said at least one representation of said second product modifying said at least one representation of said first product.

31. The system as defined in Claim 30, wherein said three-dimensional representation is a three-dimensional model.

32. The system as defined in Claim 30, wherein said modifying includes combining said at least one representation of said second product with said at least one representation of said first product, whereby said at least one representation of said second product becomes one of said three-dimensional representation of said sub-product which comprises said at least one representation of said first product.

33. The system as defined in Claim 30, wherein said modifying includes removing said at least one representation of said sub-product from said at least one representation of said first product which is substantially identical to said at least one representation of said second product.

34. The system as defined in Claim 30, wherein said modifying includes replacing said at least one representation of said sub-product substantially similar to

said at least one representation of said second product with said at least one representation of said second product.

35. The system as defined in Claim 30, wherein said modifying includes superimposing said at least one representation of said first product and said at least one representation of said second product.

36. The system as defined in Claim 30, wherein said first product is a sub-product and said second product is a sub-product substantially similar to said first product.

37. A product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal;

a plurality of buyer terminals located remotely from said data center and remote from one another, said buyer terminals operably connected with said data center;

at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

a product display module operably connected to said storage media and configured to execute in said data center, said product display module including a definition of a product display screen accessible by said buyer terminal, said product display module configured to receive a request to change a product presentation through said product display screen, said product display module configured to display the changed product presentation in said product display screen by modifying said definition of the product display screen.

38. A method of presenting at least one product configuration over a network, comprising the acts of:

providing a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a

buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal;

providing at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product;

providing a definition of a product display screen accessible by a buyer terminal, said definition of said product display screen includes a product presentation, wherein said product presentation includes at least one perspective view of said first product;

receiving a request to change said product presentation from a buyer terminal, and

modifying said definition of said product display screen according to said request to change said product presentation.

39. The method as defined in Claim 38, wherein said at least one three-dimensional representation of said first product is a three-dimensional model of said first product.

40. The method as defined in Claim 38, wherein said at least one three-dimensional representation of said first product is at least one three-dimensional photograph of said first product.

41. The method as defined in Claim 38, wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

42. The method as defined in Claim 38, wherein said rotating includes rotating about a first axis then rotating about a second axis.

43. The method as defined in Claim 42, wherein said first axis is a substantially horizontal axis and said second axis is a substantially vertical axis.

44. The method as defined in Claim 42, wherein said first axis is a substantially vertical axis and said second axis is a substantially horizontal axis.

45. The method as defined in Claim 38, wherein said rotating is continuous.

46. The method as defined in Claim 38, wherein said rotating is about a point within the interior of said three-dimensional representation of the product.

47. The method as defined in Claim 38, wherein said rotating is about a point on the exterior of said three-dimensional representation of the product.

5 48. The method as defined in Claim 38, wherein said three-dimensional representation can be rotated to illustrate a constant source of light.

49. The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product perspective view.

10 50. The method as defined in Claim 49, wherein said request to change said product perspective view includes changing a reference angle.

51. The method as defined in Claim 49, wherein said request to change said product perspective view includes changing said rotating to a different direction.

52. The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product configuration.

15 53. The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product color.

54. The method as defined in Claim 38, further comprising the acts of:  
providing at least one three-dimensional representation of a second product stored in said storage media;

20 receiving a request to change said product presentation by combining said at least one representation of said second product with said at least one representation of said first product.

55. The method as defined in Claim 38, further comprising the acts of:  
providing at least one three-dimensional representation of a second product stored in said storage media; and

25 receiving a request to change said product presentation by removing substantially said at least one representation of said second product from said at least one representation of said first product.

30 56. The method as defined in Claim 38, further comprising the acts of:  
providing at least one three-dimensional representation of a second product stored in said storage media; and

receiving a request to change said product presentation by replacing substantially said second product contained within said at least one representation of said first product with said at least one representation of said second product.

5 57. The method as defined in Claim 38, further comprising the acts of:

providing at least one three-dimensional representation of a second product stored in said storage media; and

receiving a request to change said product presentation by superimposing said at least one representation of said first product and said at least one representation of said second product.

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58. A method of presenting at least one product configuration, comprising the acts of:

providing at least one three-dimensional representation of a first product, said three-dimensional representation comprised of at least one three-dimensional representation of a sub-product of said first product, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

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providing at least one three-dimensional representation of a second product, said at least one representation of said second product modifying said at least one representation of said first product.

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59. The method as defined in Claim 58, wherein said three-dimensional representation is a three-dimensional model.

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60. The method as defined in Claim 58, wherein said modifying includes combining said at least one representation of said second product with said at least one representation of said first product, whereby said at least one representation of said second product becomes one of said three-dimensional representation of said sub-product which comprises said at least one representation of said first product.

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61. The method as defined in Claim 58, wherein said modifying includes removing said at least one representation of said sub-product from said at least one



representation of said first product which is substantially identical to said at least one representation of said second product.

5           62.    The method as defined in Claim 58, wherein said modifying includes replacing said at least one representation of said sub-product substantially similar to said at least one representation of said second product with said at least one representation of said second product.

          63.    The method as defined in Claim 58, wherein said modifying includes superimposing said at least one representation of said first product and said at least one representation of said second product.

10           64.    The method as defined in Claim 58, wherein said first product is a sub-product and said second product is a sub-product substantially similar to said first product.

          65.    A method of presenting a product configuration over a network, comprising the acts of:

                  providing a data center;

                  providing a network connection between said data center and a buyer terminal;

                  providing at least one three-dimensional representation of a product capable of illustrating multiple perspective views of said product by rotating said three-dimensional representation of the product;

20                   transmitting a definition of a product display screen from said data center to said buyer terminal, said product display screen includes a product presentation;

                  receiving a request to change said product presentation; and

25                   modifying said definition of said product display screen according to said request to change said product presentation.

          66.    A product configuration viewer apparatus comprising:

                  means for providing at least one three-dimensional representation of a product capable of illustrating multiple perspective views of said product by rotating said three-dimensional representation of the product;

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means for transmitting a definition of a product display screen to a buyer terminal, said product display screen includes a product presentation;

means for receiving a request to change said product presentation; and

means for modifying said definition of said product display screen according to said request to change said product presentation.

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